



CENTER *for*  
**BRAINHEALTH®**  
THE UNIVERSITY OF TEXAS AT DALLAS



# Our Mission

## Who We Are

Center for BrainHealth® – part of The University of Texas at Dallas – is a nonprofit redefining how we understand and address the brain's health and performance. We conduct leading-edge research and leverage discoveries to create science-backed programs that empower people to proactively strengthen their brain's health and performance. We have worked with more than 100,000 people since our inception in 1999

## Why Brain Health Matters

Human longevity has doubled in the last century, but too often our bodies are outlasting our brains. Research shows that cognitive decline is largely preventable, and that peak cognitive function can be enhanced and extended when we adopt healthier brain habits.

## The Time Is Now

Our society is in a brain health crisis – mental health challenges, sleep disorders, anxiety, social divisiveness and brain fog. The cost goes beyond individual quality of life and extends to our healthcare system and entire economy. People want to improve their brain health, but most don't know where to start: a national omnibus study revealed that 90% of respondents believe they can change their brains but fewer than 3 in 10 know where to turn for resources. We don't need to wait for a magic pill or policy changes; empowering people to think about how they think is low cost, is available today, and improves lives, no matter the starting point.